

FIG. 1A

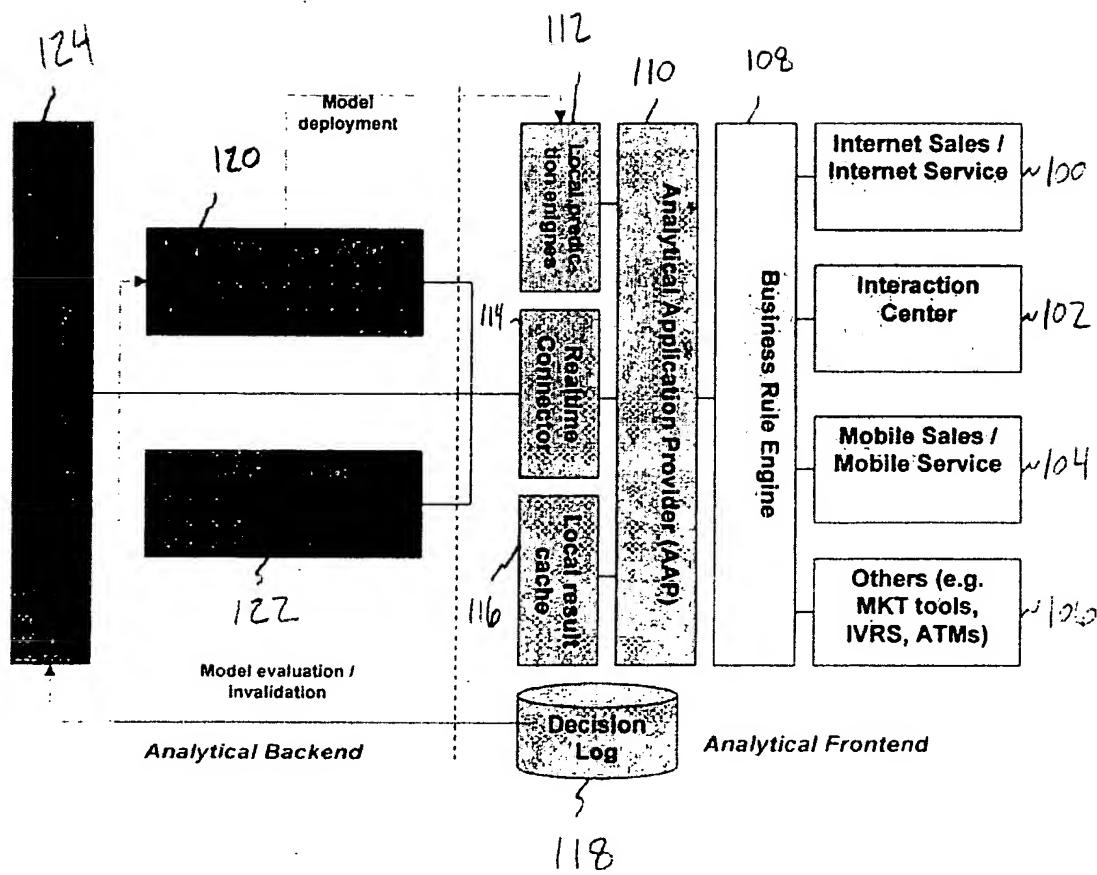


FIG. 1B

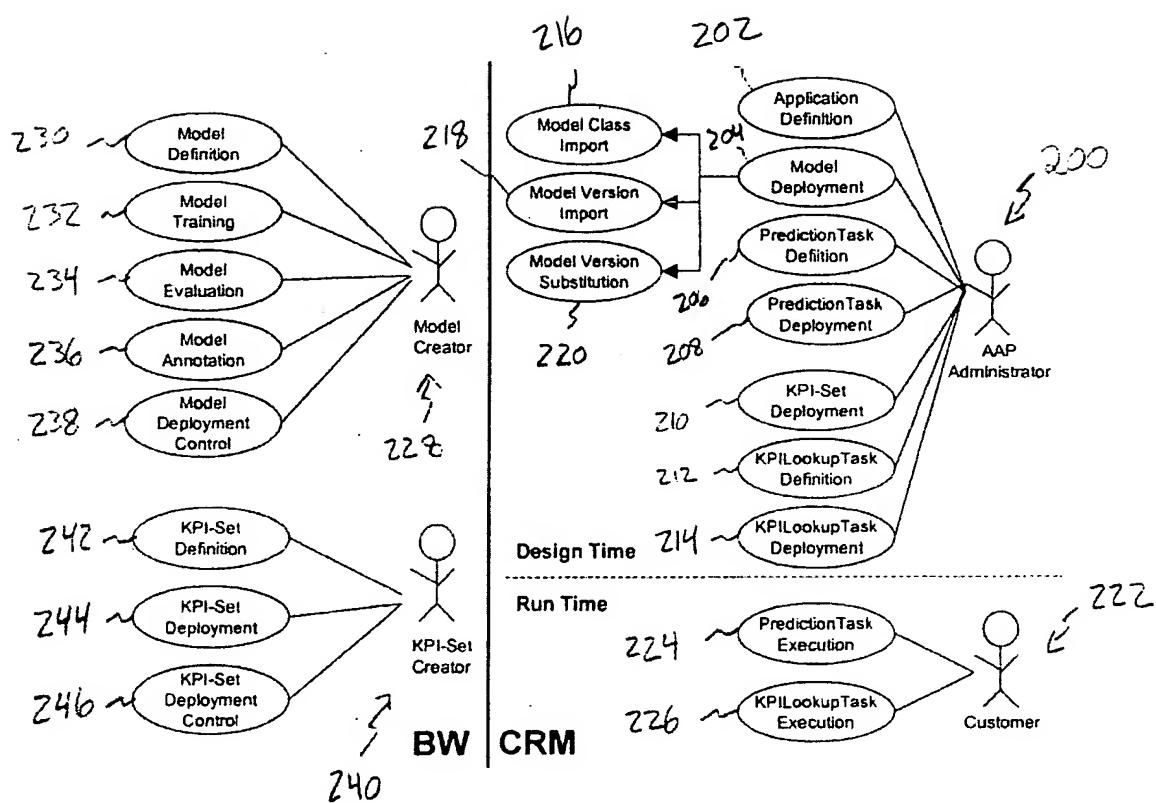


FIG. 2

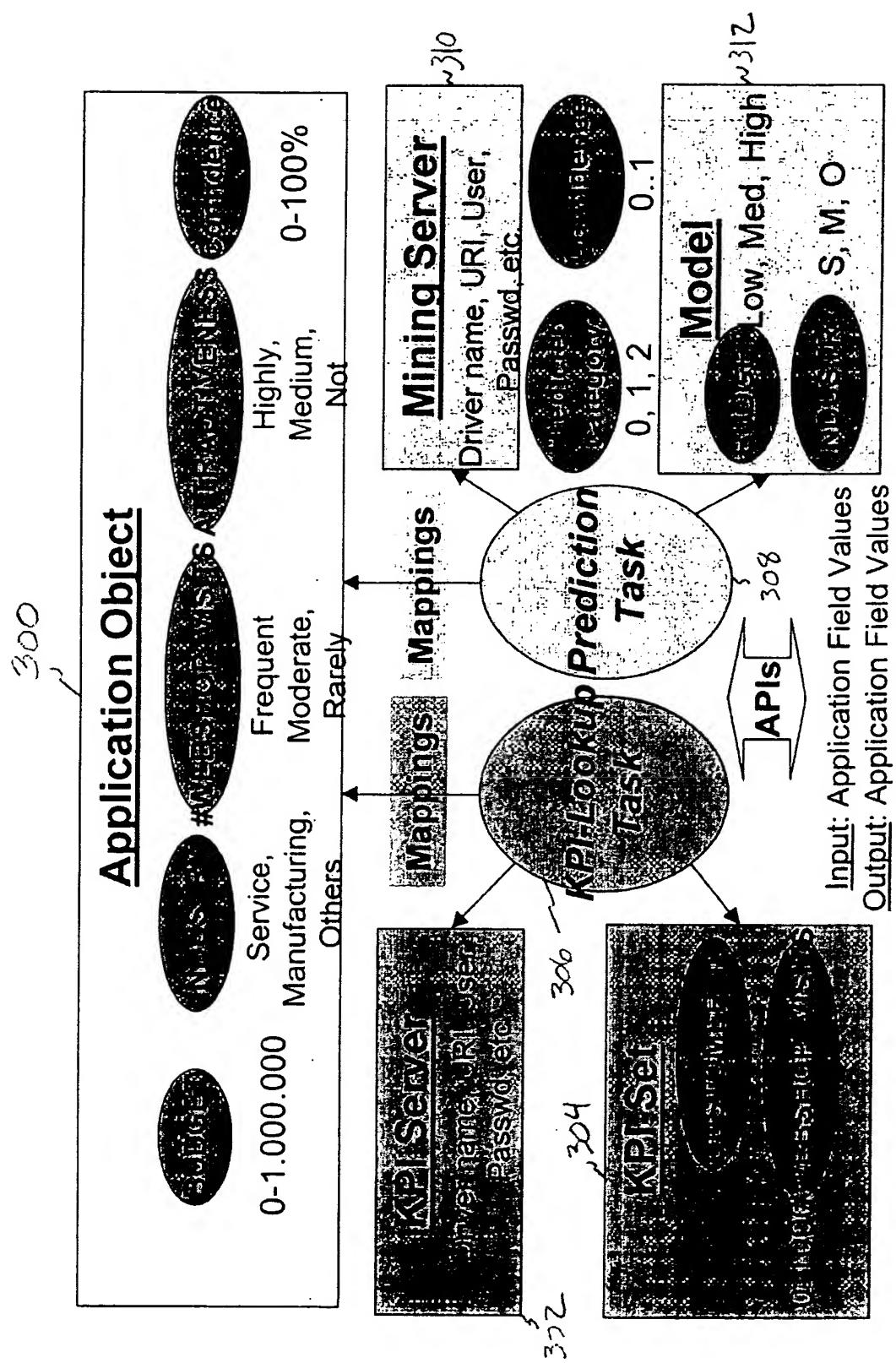
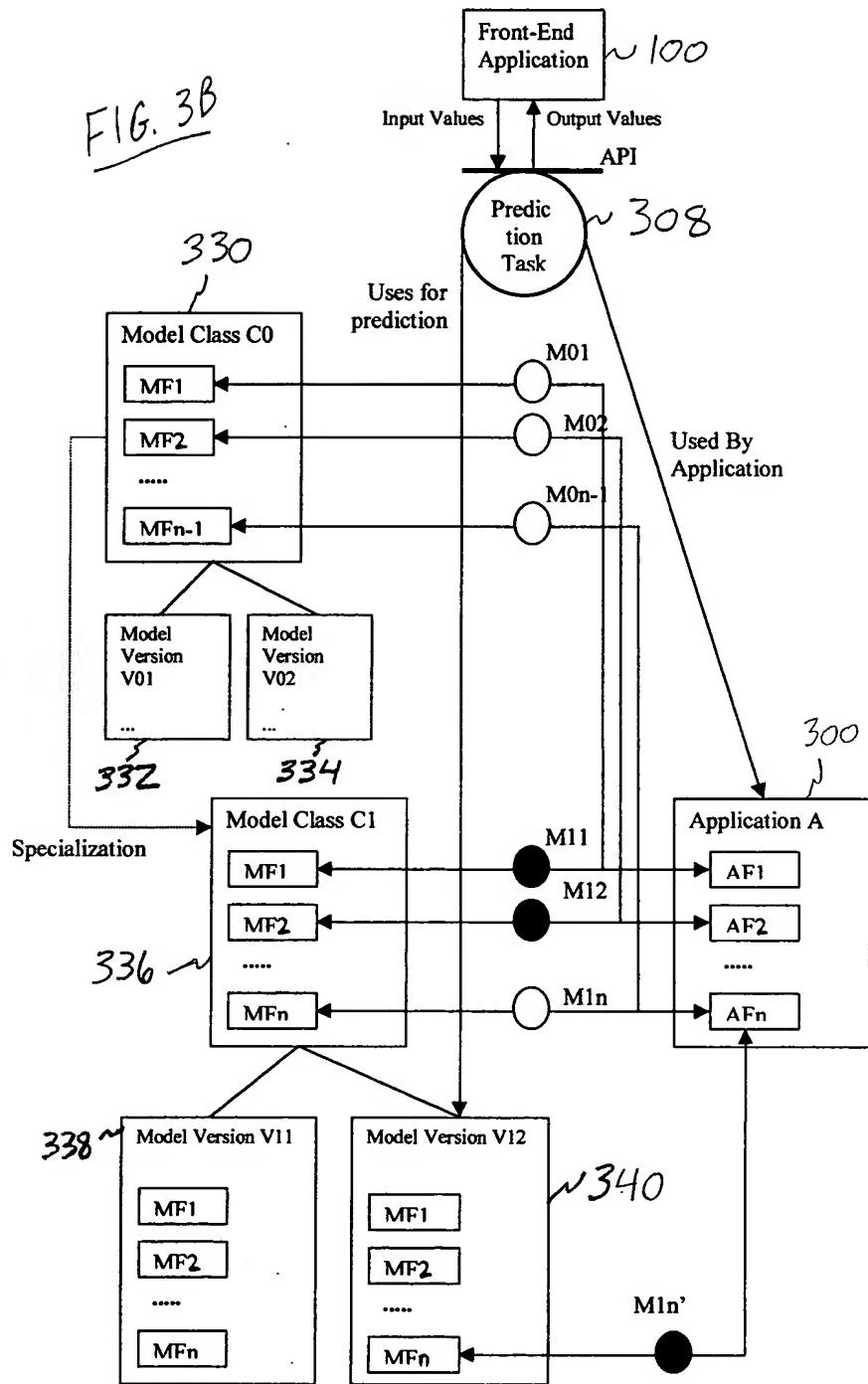


FIG. 3A



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Application Declaration

Application name: Internet Sales ~402

Description: CRM Internet Sales Appl. ~404

IMPORT METADATA ~406

Application Fields:

Name	IN/OUT	Data Type
BIRTH_DATE	IN	Date
SHOPPER_GENDER	IN	String
CUSTOMER	IN	String
SHOPPING_CATEGORY	OUT	String
REVENUE_LASTYEAR	OUT	Real

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410 → CREATE PREDICTION TASK ~412

SHOW DEFAULT MAPPINGS

CREATE KPI-LOOKUP TASK

FIG. 4

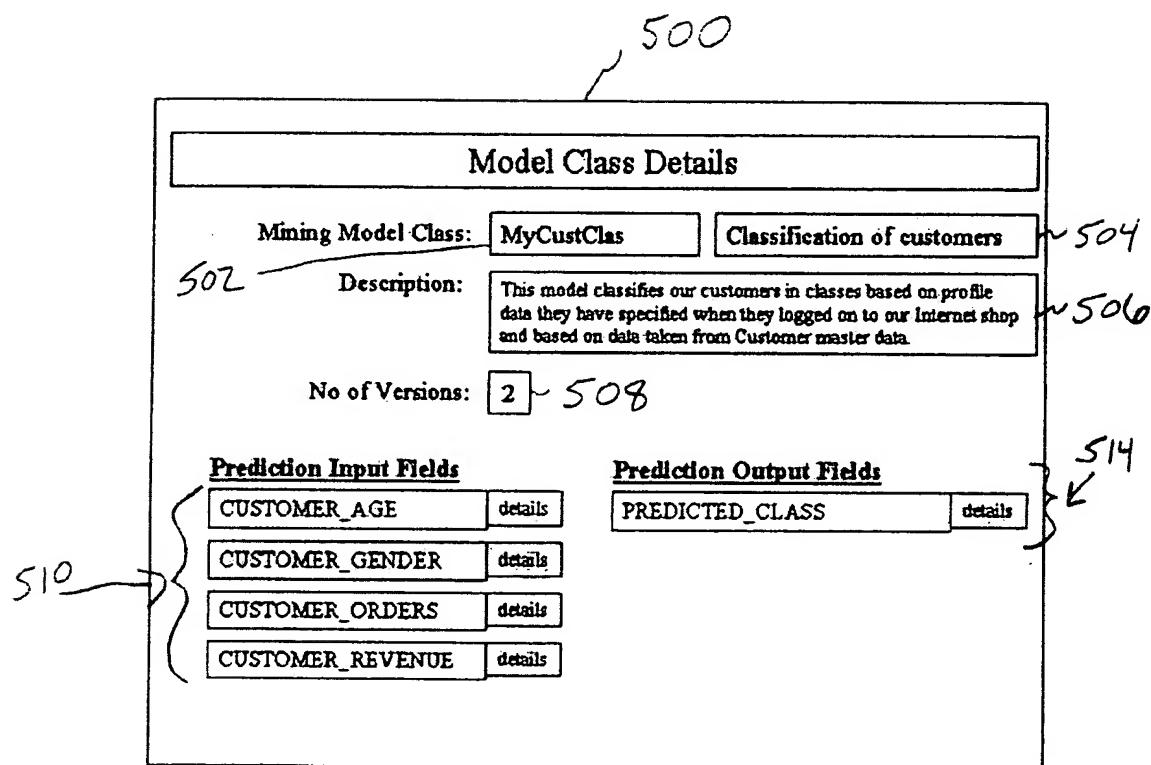


FIG. 5A

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Model Version Details

Mining Model Class: MyCustClass Classification of customers

Version/Deploym. Time: WW_2001 Classification of World-Wide Customers 2001

Training Time: 05.01.2002, 17:12 Deployment by: Michael

Description: This version is based on a more accurate (cleansed) customer base as of 2001, and with the non-European customers added as compared to version 1.

Prediction Input Fields

CUSTOMER_AGE details

CUSTOMER_ORDERS details

CUSTOMER_REVENUE details

Prediction Result Field

PREDICTED_CLASS details

Supplementary Fields

CUSTOMER_GENDER details

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VISUALIZE

SHOW PREDICTION TASKS

CREATE PREDICTION TASK

WHAT-IF TEST

REFRESH

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FIG. 5B

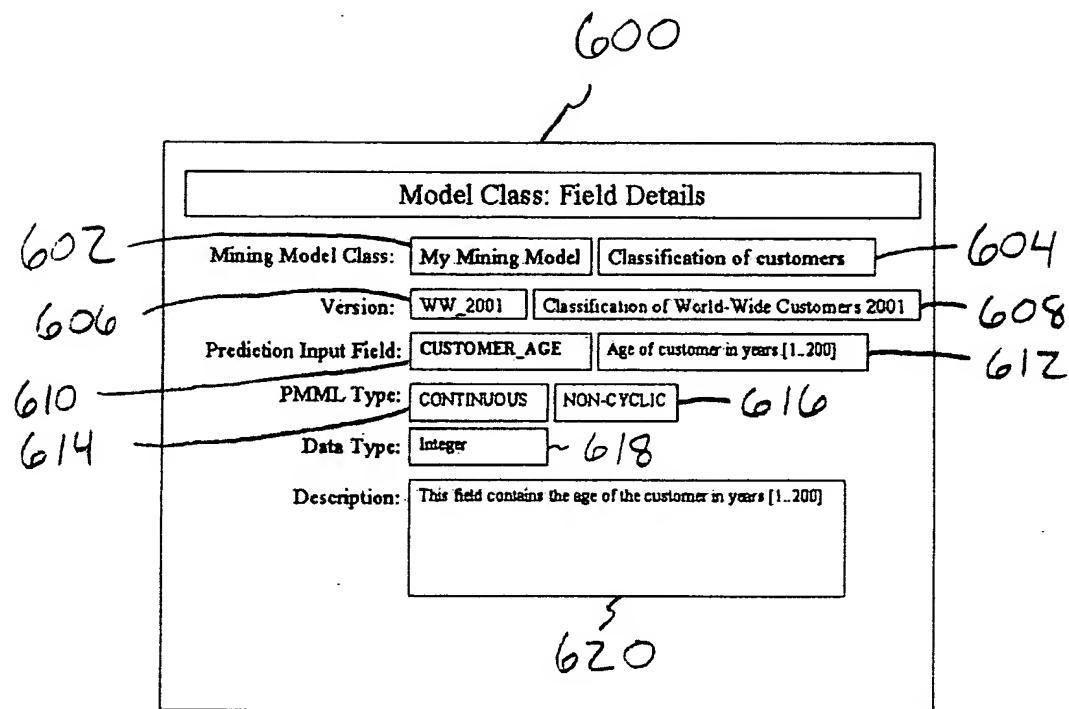


FIG. 6 A

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Model Version: Field Details		
Mining Model:	My Mining Model	
Version/Training Time:	2	14.02.2002, 06:30
Prediction Input Field:	CUSTOMER_AGE	Age of customer in years (1..200).
Description:	This field contains the age of the customer in years [1..200]. In this version, the mean age of our customers is about 35 with only few customers younger than 20...	

FIG. 6B

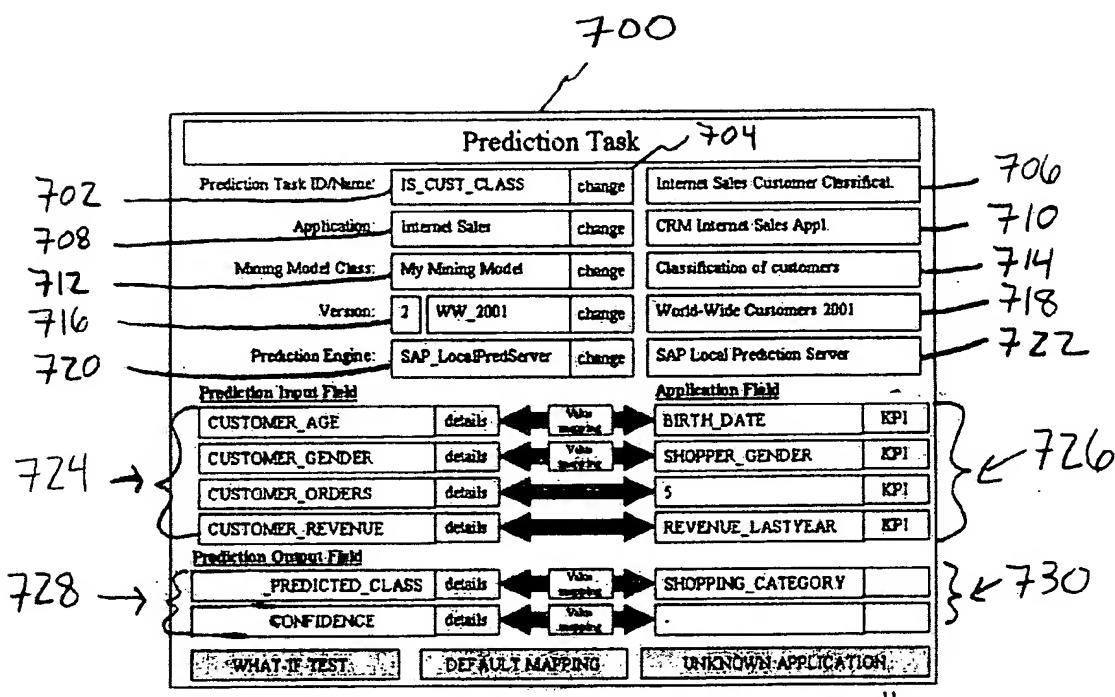


FIG. 7A

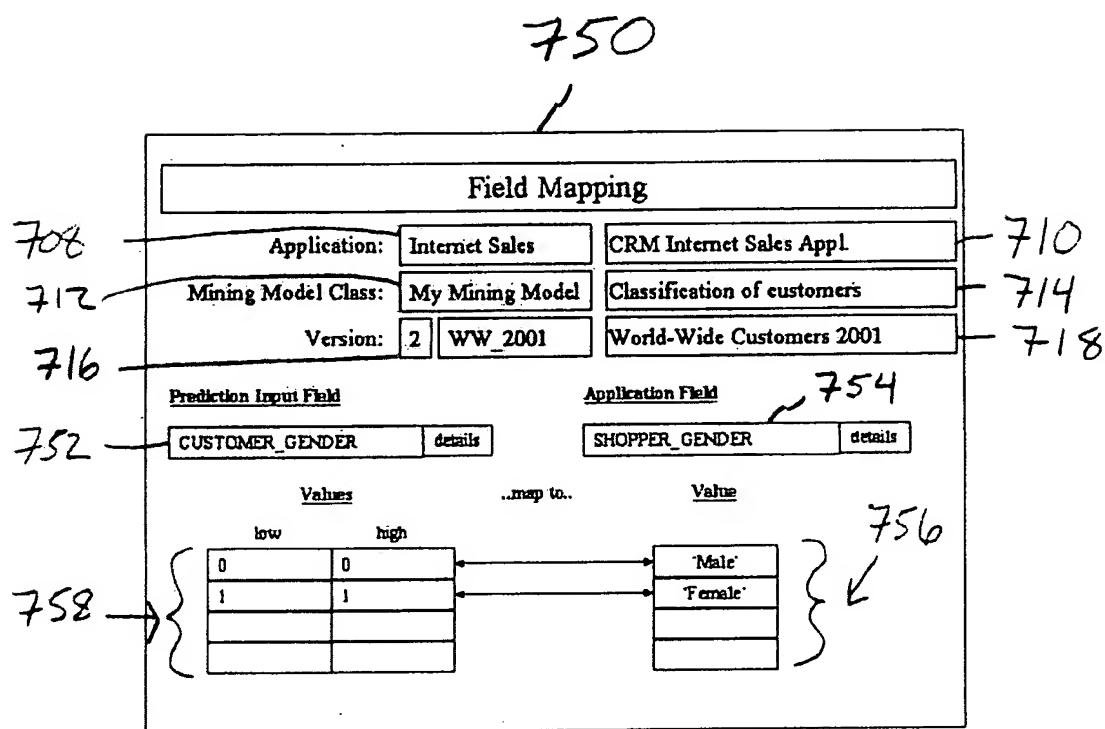


FIG. 7B